

PHILIP MORRIS, U.S.A.

INTEROFFICE CORRESPONDENCE  
120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Rick Stirlen

DATE: December 17, 1986

FROM: Renee V.H. Simons

SUBJECT: Benson & Hedges New Packaging Research

This confirms that the sample size of the small scale quantitative research will increase from 300 to a larger number\* based upon Management's recent new packaging approval.

As we discussed, we will be receiving interim data tabs on an on-going basis. If you have any questions, please advise.

- \* Number will be determined by our ability to recruit smokers within our time horizons. Expect approximately 500-600 interviews in total.

/pd

cc:

✓ J. Bonhomme  
C. Levy  
K. Miller  
J. Zoler

*Handwritten initials: JS*

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